



DRAFT

CONNECTIONNEWARK

PHASE 2A

*Gateway Landscaping.
Lighting and Visual Enhancements*

*Sponsored By:
The City of Newark
Honorable Sharpe James, Mayor*

*Submitted By:
Connection Newark
City of Newark
New Jersey Performing Arts Center
The Newark Museum
NJ Transit
Newark Symphony Hall
The Newark Public Library
The New Jersey Historical Society
Essex County College
NJIT
Rutgers University
UMDNJ*

*Prepared By:
The Hillier Group*

Fall 1996

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INTRODUCTION

Connection Newark is a public/private partnership organized for the purpose of creating a visible wayfinding navigational system for the City of Newark, the State of New Jersey, and its people.

This partnership is comprised of numerous institutions, governmental agencies and individuals, all giving their time, talent and resources in support of this program.

The project consists of several phases. PHASE 1 will be implemented by the summer of 1997 and will involve interstate sign modifications, gateway enhancements, and a wayfinding sign system that will include a comprehensive banner and graphics program.

PHASE 2 will include developing landscape opportunities, lighting improvements and pedestrian walkways. Additional phases will be integrated into the program as deemed appropriate.

This report addresses recommendations as they pertain to "gateway" landscaping, lighting and other possible enhancements. This is noted as PHASE 2A.

The purpose of this document is to begin to establish concepts, goals and budgets for PHASE 2A of the Connection Newark project. This document is intended to be a work in progress, we will modify and shape this plan as we continue to meet with the State of New Jersey, the City of Newark and the Connection Newark participants.

PHASE 2A GOALS

Identify gateway locations and their site specific requirements, conditions and opportunities.

Develop conceptual ideas for each of the individual gateways, taking into consideration existing environments, future construction, wayfinding requirements and creative and re-imaging opportunities.

Establish budget parameters for PHASE 2A of the Connection Newark project. To initiate a plan that will develop funding for the planning, programming, design, implementation and construction of Phase 2A of the Connection Newark project.

GATEWAYS

During a wayfinding journey, gateways provide visitors with a sense of arrival to a important destination or zone. It provides reassurance that the correct route/path has been taken. Gateways create landmarks and establish reference points for orientation to an area. A gateway can be accomplished with architectural gates, landscaping, lighting, signage, graphics or banners.

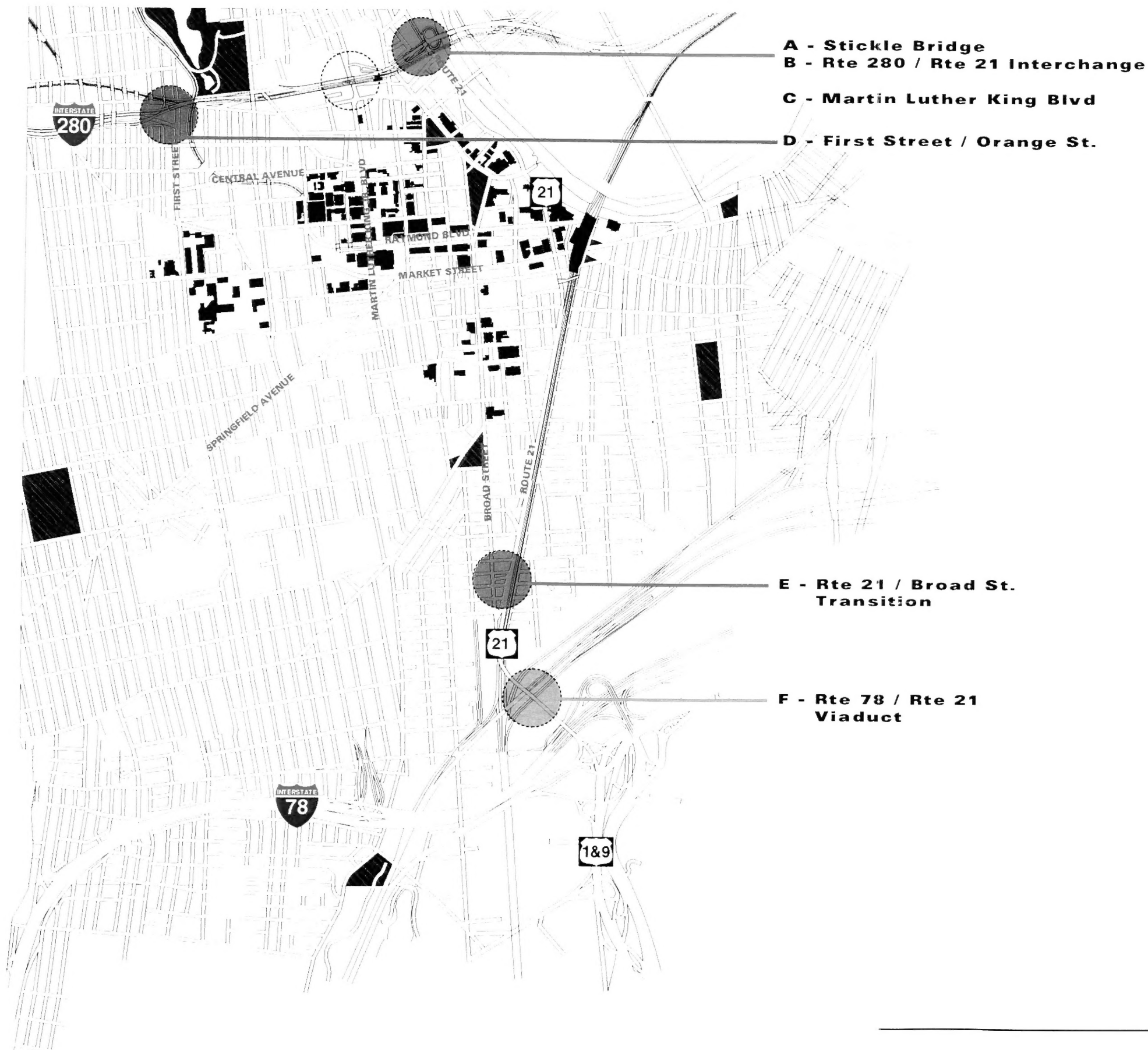
Gateways also provide visitors with their first impressions of the environment they are entering. A gateway can express the character of a city, offer a welcoming message, create a inviting environment or convey important information.

In this initiative 6 potential gateways to the City of Newark have been identified. These entrances have been developed in conjunction with the district routing established by the Connection Newark project.

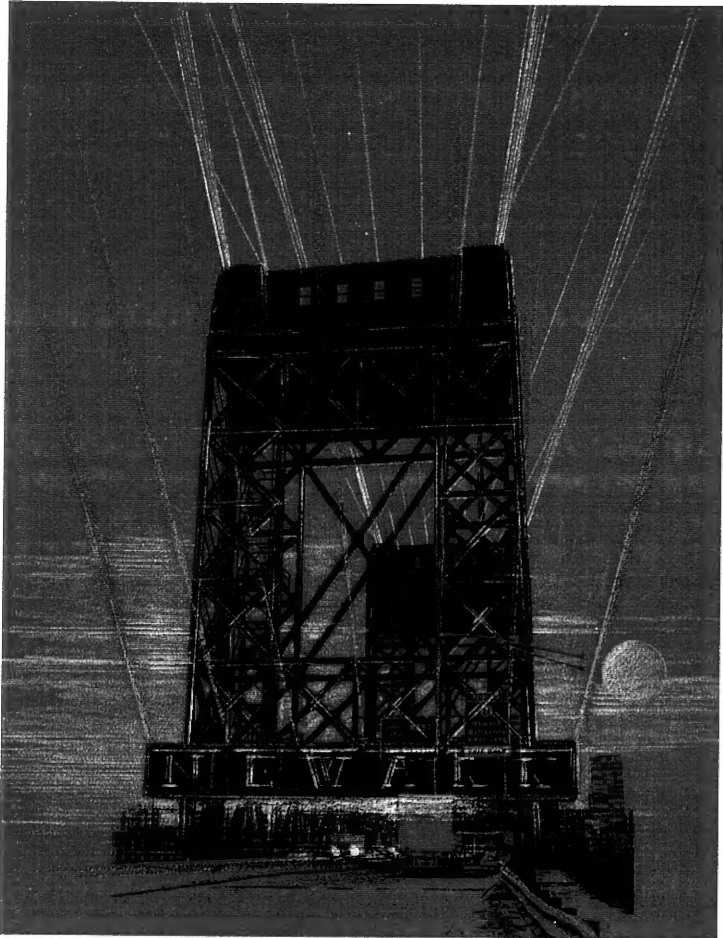
The gateways include

- A - Stickle Bridge
- B - Rte. 280 / Rte 21 interchange
- C - Martin Luther King Blvd off ramps
- D - First St & Orange St. off ramps
- E - Rte. 21 / Broad St. transition
- F - Rte. 78 / Rte 21 viaduct

The ideas presented in this report are for concept only. Upon further approvals, the ideas can be developed into schematic designs.



Concepts



A - Stickle Bridge - Rte 280 westbound view



Existing View



A - Stickle Bridge - Rte 280 westbound view

A - Stickle Bridge

As in many cities that border water, bridges become gates to the city. Driving west on Route 280 (A), the Stickle Bridge acts in this capacity. Visible from a distance, the architectural structure (which you approach and then *pass thru*) provides the potential of a impressive gate to Newark, as well as a marquee the city can highlight.

Conceptual designs include, painting the structure in a identifiable color and up-lighting the structure with innovative color accents (this will highlight the industrial age architecture of the bridge, which is prominent in the city's rich history). In the evening the bridge would be visible from many vantage points from within the city as well as the surrounding areas.

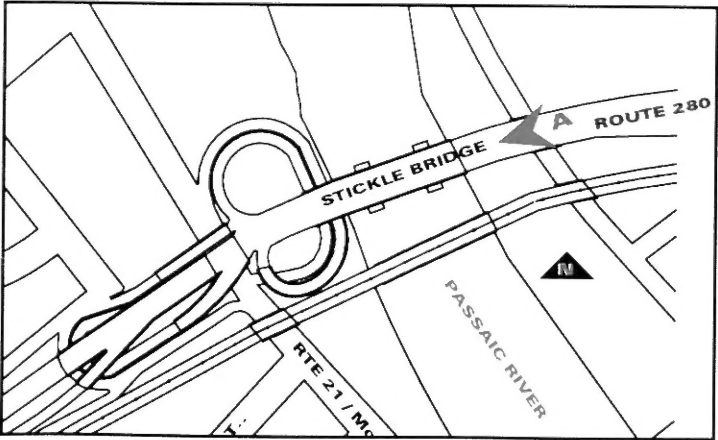
Install a "NEWARK" sign on the bridge to identify that you have arrived in Newark. A electronic message board may be included to provide travel and traffic information to passers by.

A banner program can be developed which would highlight the major attractions and assets to the city.

The quantity of traffic that passes through the Stickle Bridge creates an enormous marketing opportunity for the City of Newark and its people.

Currently there is no construction planned for the bridge.

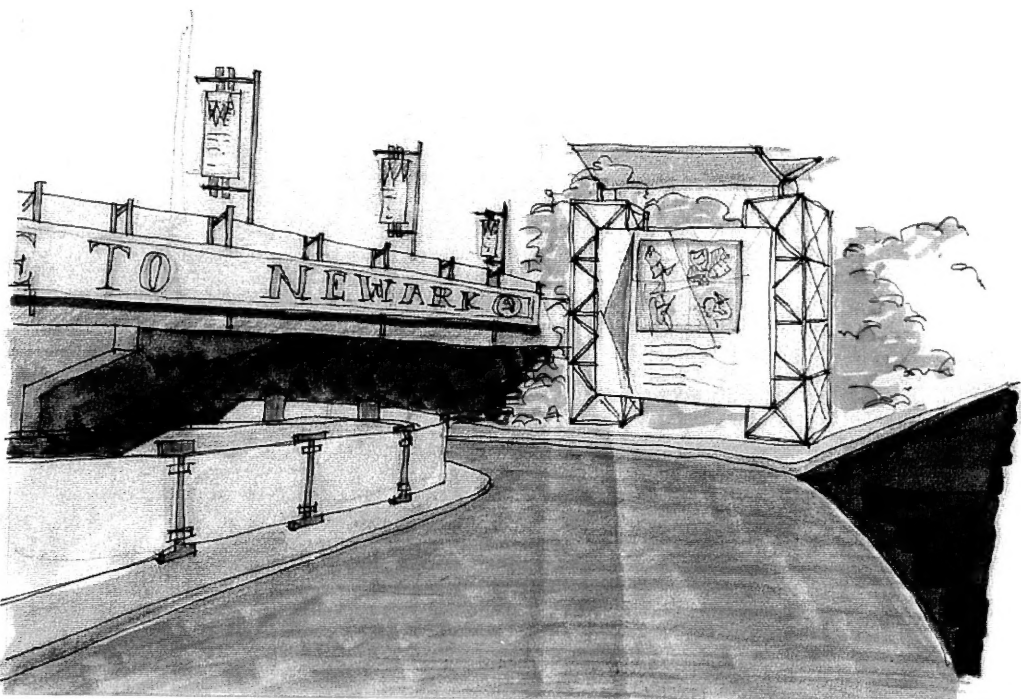
Key Plan



Preliminary Budgets

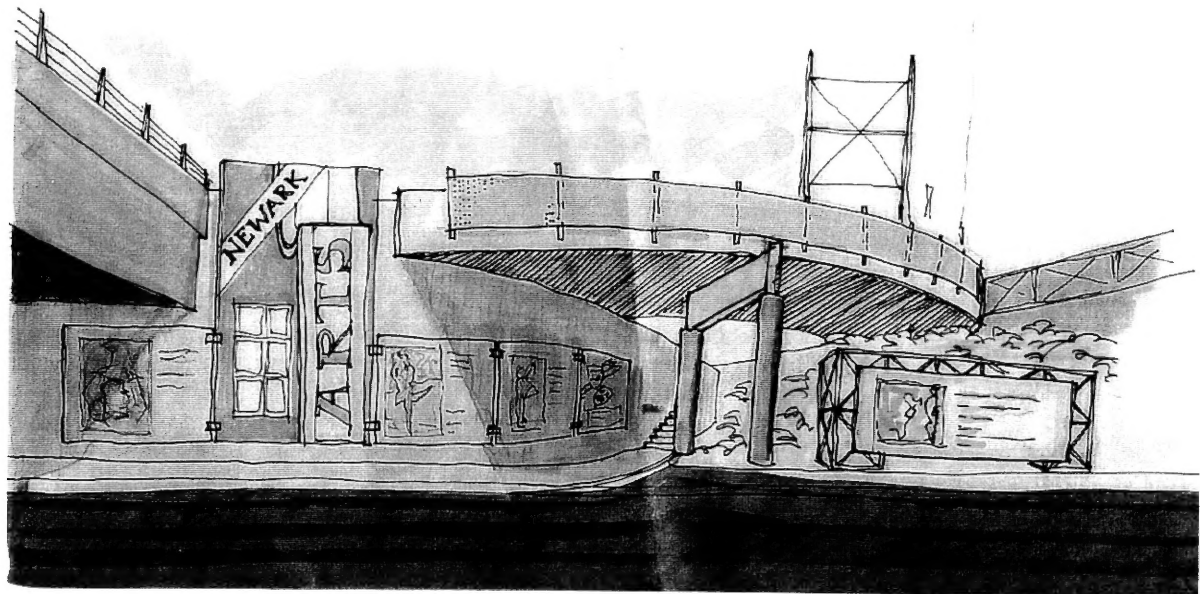
Painting Structure	\$500,00
Lighting	\$250,00
Banner (2)	\$50,000
Signage	\$25,000
Other	\$75,000
Maintenance (annual)	\$75,000
TOTAL	\$975,000

Concepts

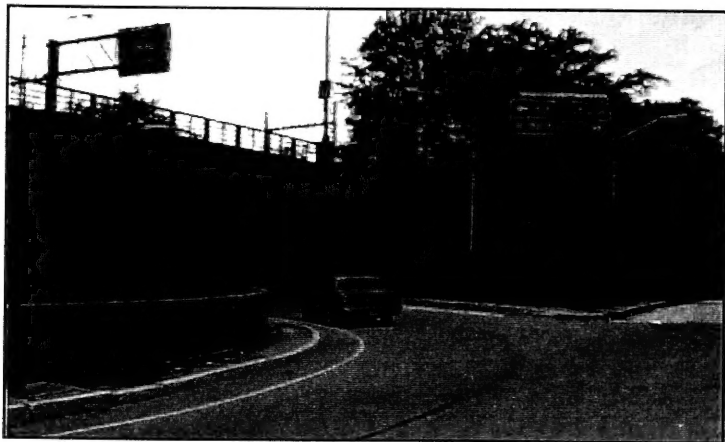


B1 - Rte. 280 westbound off-ramp to Rte 21

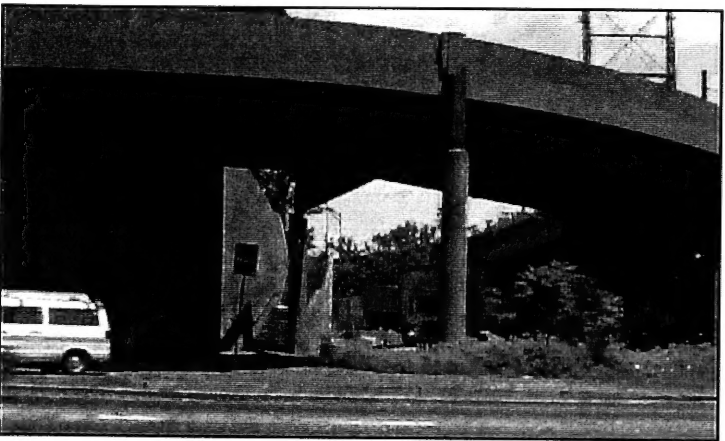
B2 - Rte 280 off-ramp and Rte 21 intersection



Existing Views

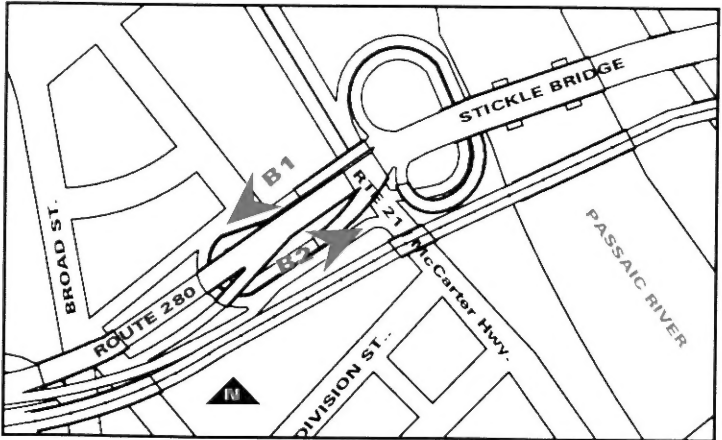


B1 - Rte. 280 westbound off-ramp to Rte 21



B2 - Rte 280 off-ramp and Rte 21 intersection

Key Plan



B - Rte. 280/ Rte 21 interchange

There are 2 opportunities at this location for landscaping, lighting and architectural graphics.

The first (B1) as you exit the Rte 280 westbound off ramp. Landscaping and public art can give a pleasurable sense of arrival and direction. Lighting underneath the Rte 280 overpass will create an inviting "path" which drivers can follow in the evening. A large "directional landmark" will guide visitors to the Downtown/Arts District.

The second (B2) can be identified at the intersection of the off ramp and Rte 21. The frontal approach of the superstructure offers areas for creative graphics and materials. Wall surface provides ample space for poster boards and murals. Landscaping can provide areas of "green" to what is currently a concrete environment.

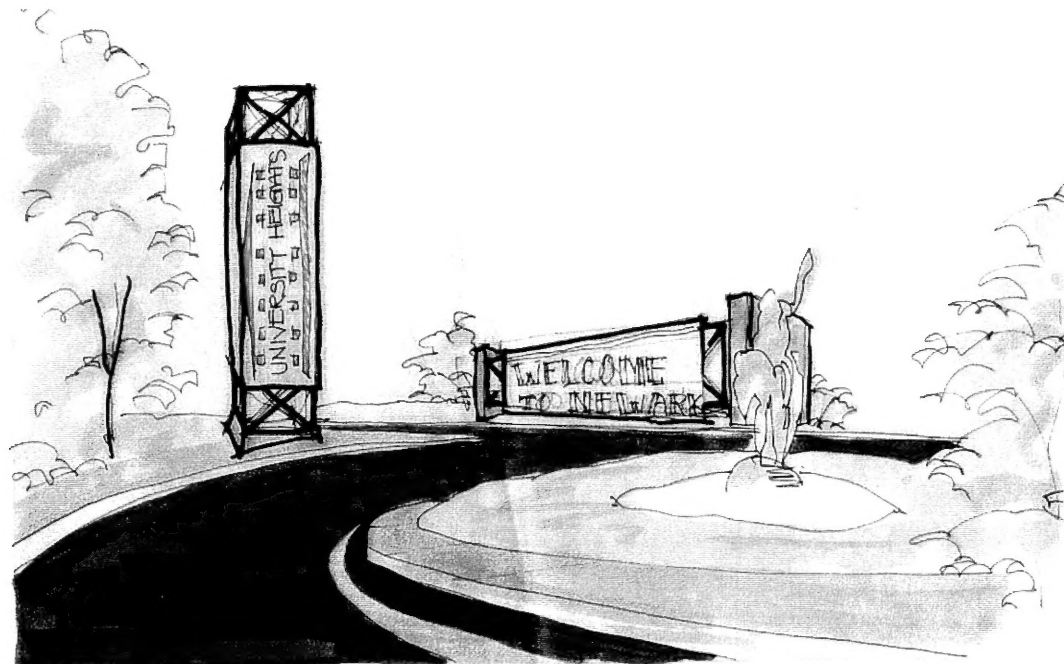
This is the primary gateway to the Downtown/Arts District. It provides travelers with their first impressions of Newark and is a real opportunity to welcome them and create a positive image.

A new eastbound off-ramp from Rte. 280 to Rte 21 is currently underway.

Preliminary Budgets

Landscape	\$150,000
Lighting	\$150,000
Public Art / Sculptures	\$100,000
Signage, Graphics & Banners	\$50,000
Other	\$50,000
Maintenance (annual)	\$100,000
TOTAL	\$600,000

Concepts

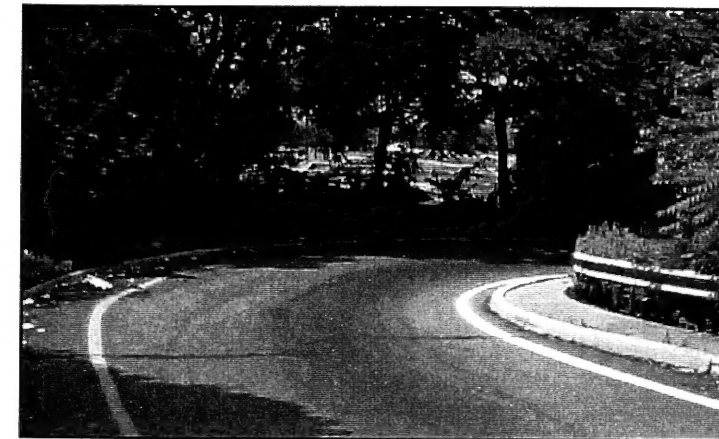


C1 - Rte 280 westbound off- ramp to Martin Luther King Blvd

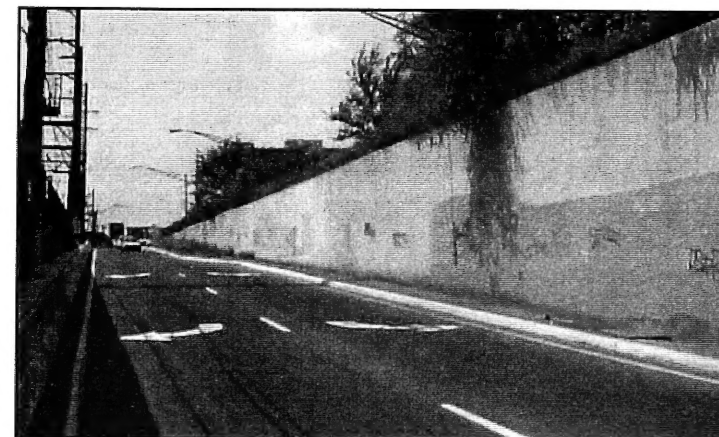


C2b - Rte 280 eastbound off- ramp to Martin Luther King Blvd

Existing Views

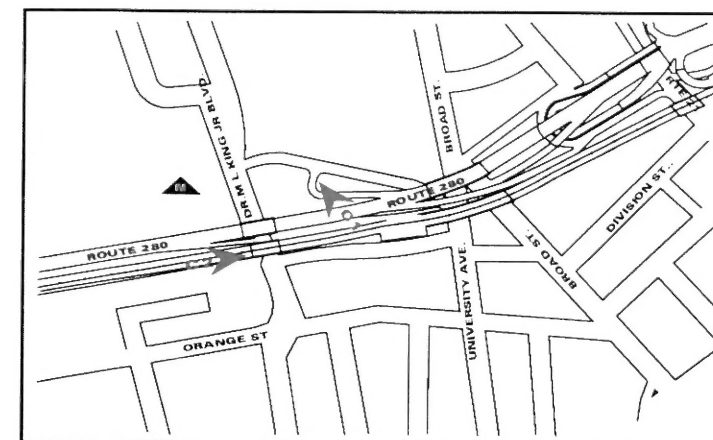


C1 - Rte 280 westbound off- ramp to Martin Luther King Blvd



C2a - Rte 280 eastbound off- ramp to Martin Luther King Blvd

Key Plan



C - Martin Luther King Jr. Blvd

Approaching the University Heights District on Rte 280, Martin Luther King Blvd. is a primary route to 3 of the universities. 2 off ramps provide gateways to the district.

The Rte 280 westbound off-ramp (C1) is currently a "soft" environment of green shrubbery and trees. Landscaping, signage and public art can convey the sense of arrival to a "university" district.

The Rte 280 eastbound off-ramp (C2) is currently a "hard" environment of concrete facades, which provide a continuous surface for wall murals, architectural graphics and innovative lighting patterns. Integrated paver designs at intersections can provide pedestrian walkways to the college campuses.

These two gateways can be valuable assets to the city and the universities as they attract new students, families, faculty and visitors. The gateways create an entrance and an environment of urban college campuses.

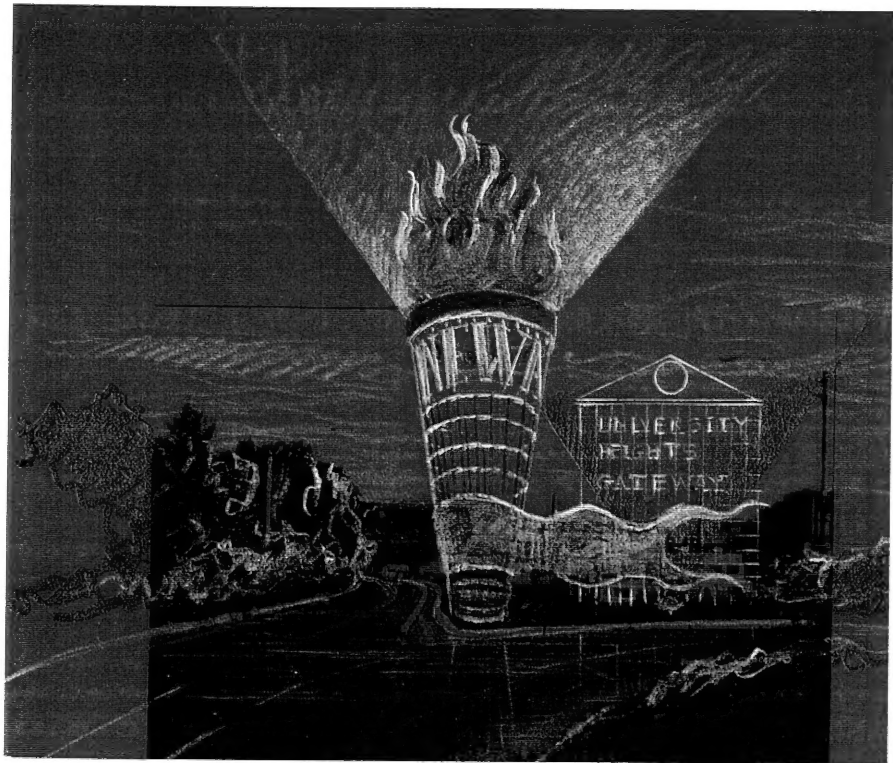
Recently the Rte. 280 eastbound ramp was closed permanently, leaving no on-ramp to Rte. 280. A recommendation is made that a westbound on-ramp be considered.

No construction is planned in this area, but the closing of the eastbound Rte 280 on ramp may provide additional opportunities.

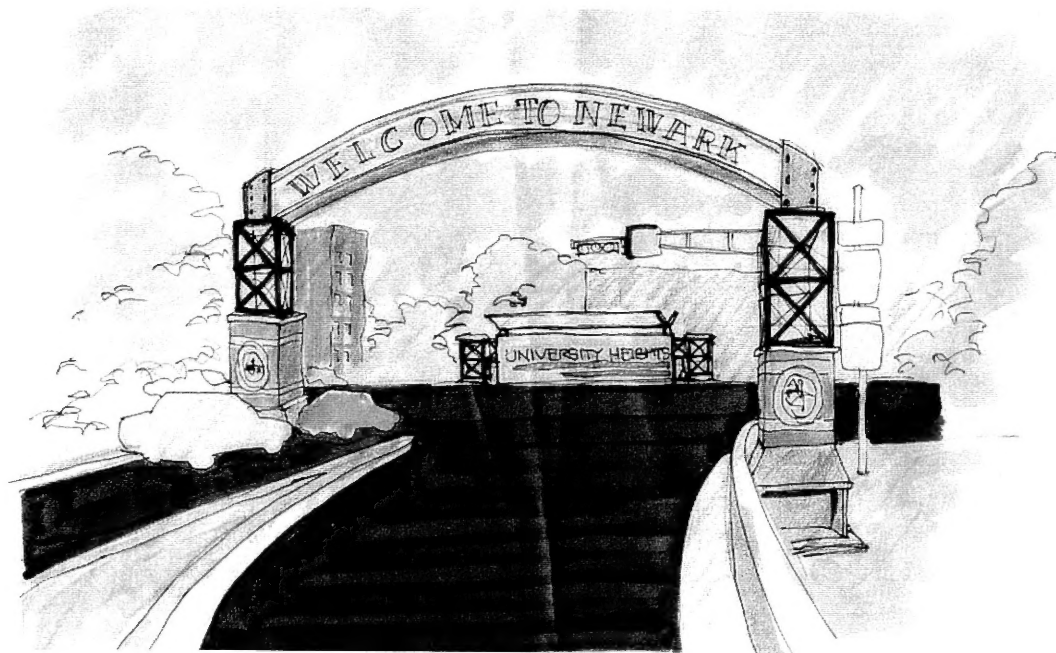
Preliminary Budgets

Landscape	\$75,000
Lighting	\$75,000
Public Art / Sculptures	\$50,000
Signage, Graphics & Banners	\$75,000
Other	\$25,000
Maintenance (annual)	\$100,000
TOTAL	\$400,000

Concepts

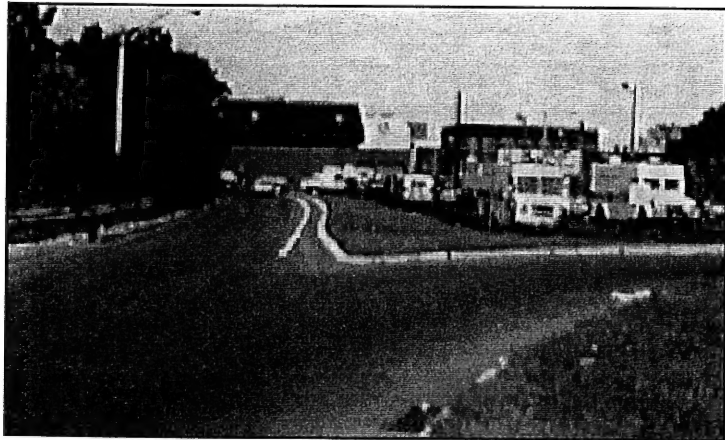


D1 - Route 280 Westbound off-ramp to Orange

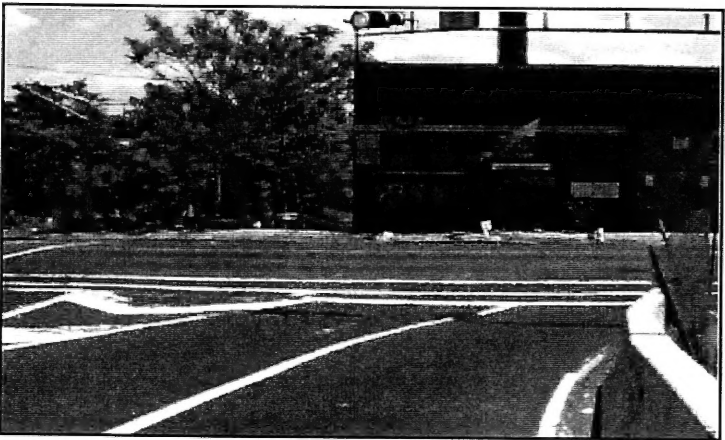


D2 - Route 280 Eastbound off-ramp to First Street

Existing Views

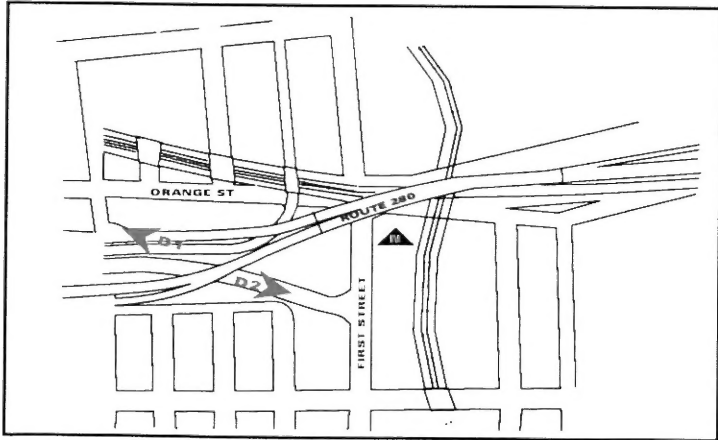


D1 - Route 280 Westbound off-ramp to Orange



D2 - Route 280 Eastbound off-ramp to First Street

Key Plan



D- First St / Orange St

The First Street and Orange Street off-ramps present two opportunities for gateways to the University Heights District.

The Rte. 280 westbound off-ramp to Orange St. (D1) offers a large area for landscaping and architectural structures to alert travelers they have arrived in the University Heights District. Signage and banners can be included to help guide visitors to First Street which is another primary route to the University Heights District.

The Rte 280 eastbound off-ramp to First Street (D2) is another primary route to the University Heights District. A architectural gateway can “welcome” people to the city and the district. Landscaping, lighting and plaza opportunities are also possibilities. The gate also creates a orientation for the departure route back to Rte 280 westbound.

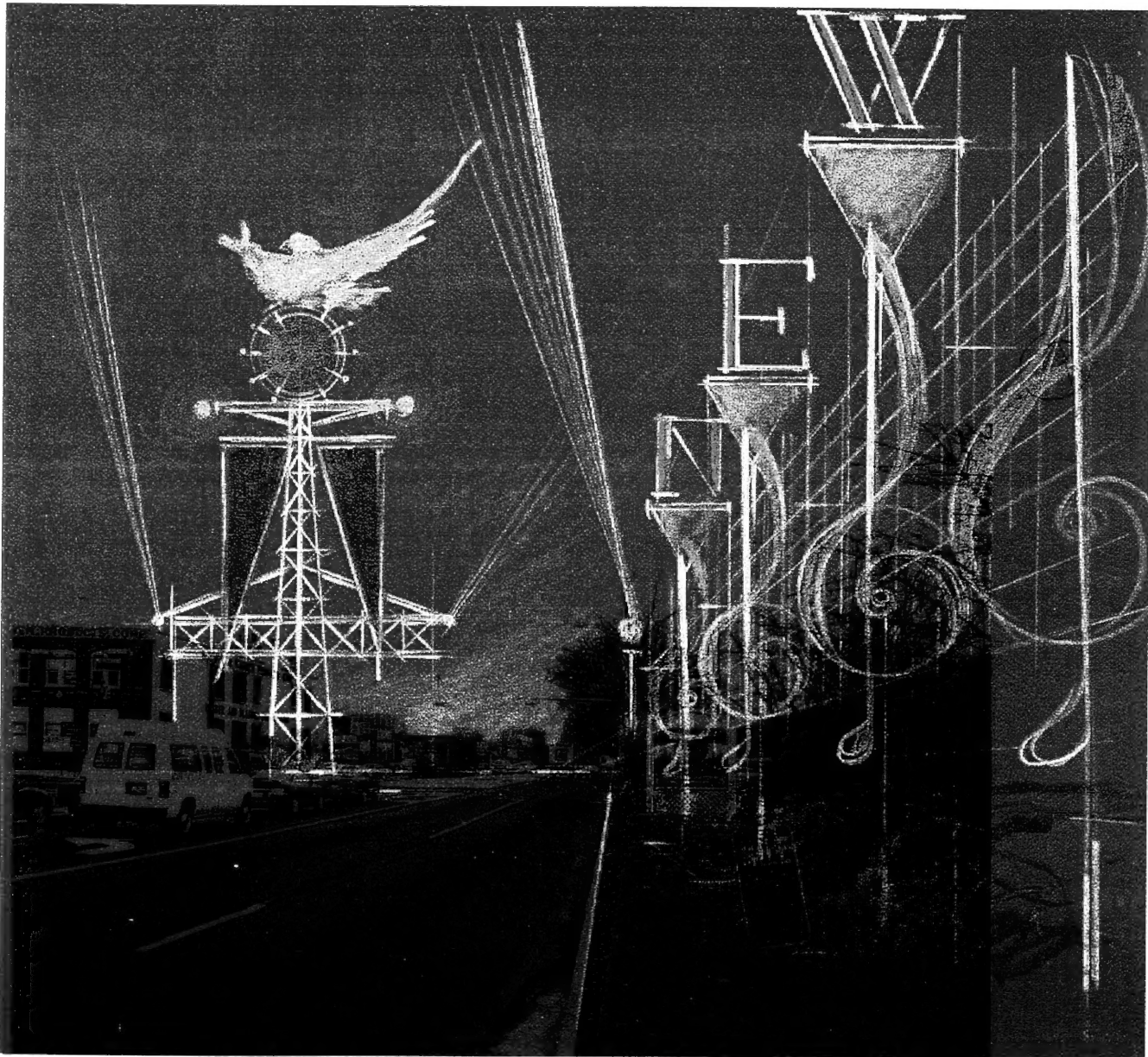
As with the Martin Luther King Blvd Gateway, this is a highly traveled access route to the city and the University Heights District, creating a entrance to the urban college campuses can be a valuable asset to the city.

Future construction and expansion is planned for this area to begin in 1- 3 years.

Preliminary Budgets

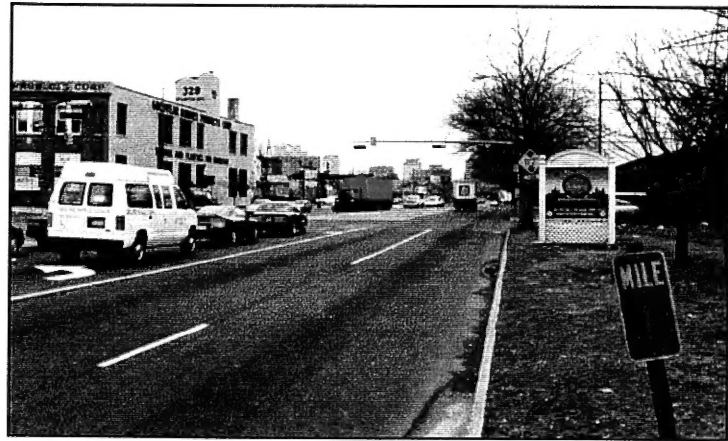
Landscape	\$100,000
Lighting	\$50,000
Public Art / Sculptures	\$50,000
Signage, Graphics & Banners	\$100,000
Other	\$50,000
Maintenance (annual)	\$100,000
TOTAL	\$450,000

Concepts

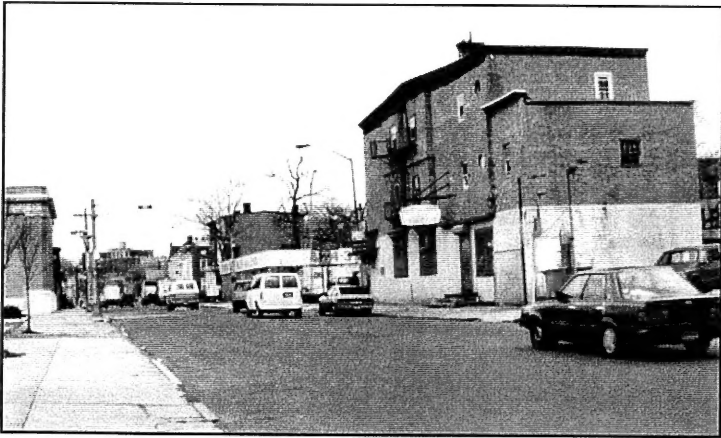


E1 - View of McCarter Transition

Existing Views

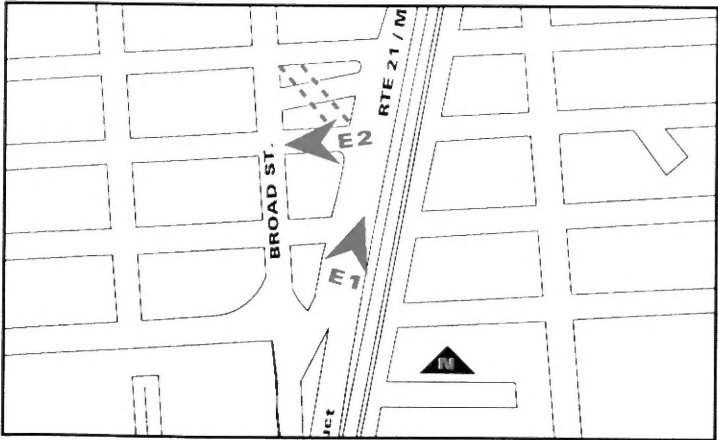


E1 - View of McCarter Transition



E2 - Broad Street Transition

Key Plan



E - Broad St to Rte 21 transition

This is the major gateway to the City of Newark from the south. Drivers must maneuver a left turn off of McCarter Hwy (E1) and then a right turn on to Broad Street (E2). The access to Broad Street is a important path to the Downtown/Arts District. It also provides a first impression of the city to visitors.

Design of this area includes early condemnation of the properties that will be part of the Rte 78 - Broad Street interchange. This will allow for the creation of a public plaza which will also act as a transition point between McCarter Highway and Broad Street.

The plaza can include a gateway entrance, public art, fountains, civic sculptures and landscaping. The park like setting can offer a smooth transition from the highway to the city.

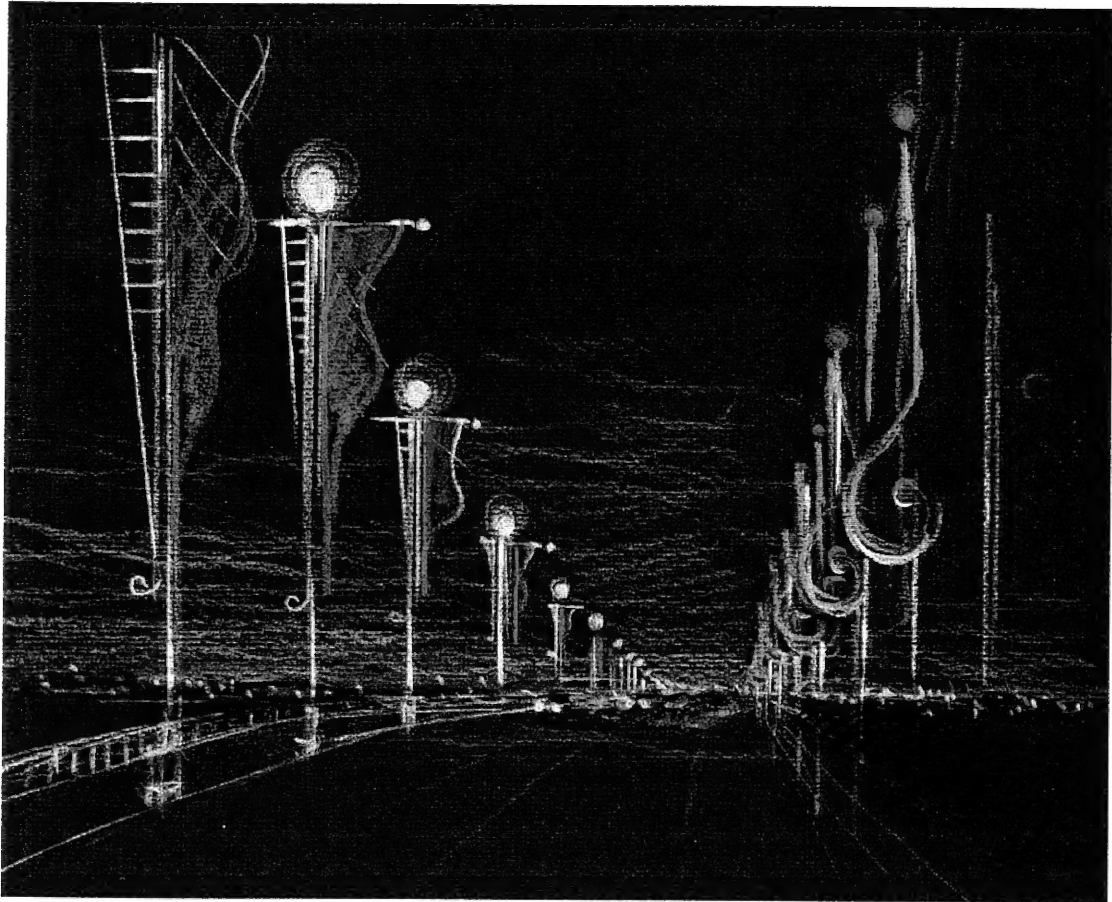
Innovative lighting can increase visibility in the evening, create a inviting environment and increase the confidence of a first time visitor that this is the correct path to the Downtown/Arts District.

Future construction and expansion is planned for this area to begin in 3 - 5 years.

Preliminary Budgets

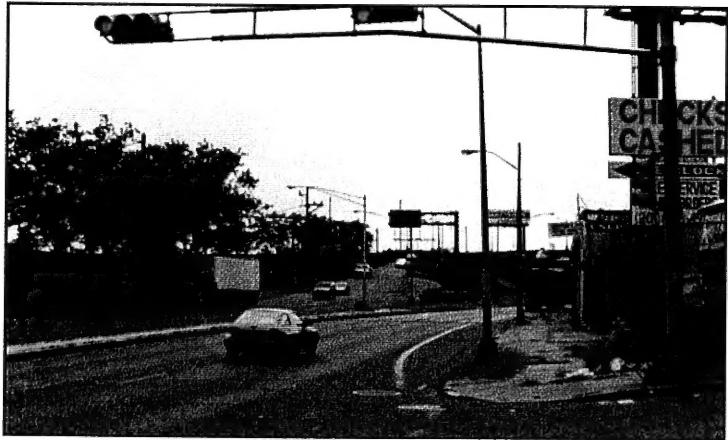
Landscape	\$125,000
Lighting	\$75,000
Public Art / Sculptures	\$50,000
Signage, Graphics & Banners	\$100,000
Other	\$100,000
Maintenance (annual)	\$100,000
TOTAL	\$550,000

Concepts



F3 - Northbound View of the Viaduct Connection

Existing Views

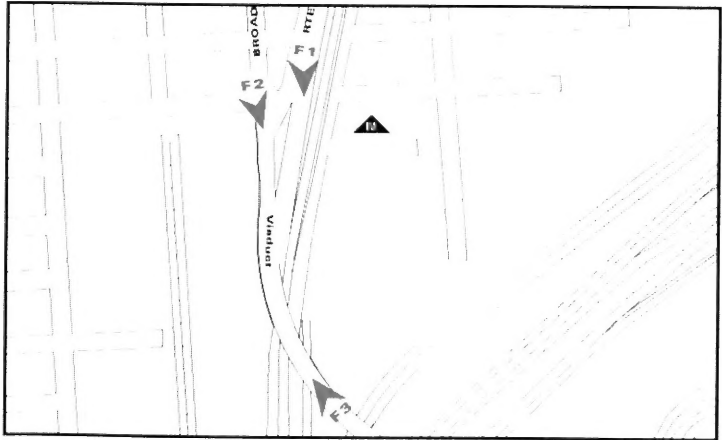


F1 - Southern View of the Viaduct Connection, on-coming northbound traffic - Rte 21



F2 - Southern View of the Viaduct Connection departing southbound to Rte. 78

Key Plan



F - Rte 78 / Viaduct connector

A valuable connector from Rte 78 to the southern entrance of Newark, the viaduct offers a unique linear gateway, (as opposed to a singular landmark).

Traveling the viaduct can take a full minute, driving around a confining endless curve, with no visible destination, the drive eventually opens up to a view of the city skyline on the horizon. (F3)

Designs can include, accenting the existing pilasters with lighting structures, paint, tiles and banners. This will create an "experience" which you "travel through" as you enter the city.

Landscaping grass islands at both ends of the viaduct will establish entrance and departure points for the "experience". (F1 & F2)

Future construction and expansion is planned for this area to begin in 3 - 5 years.

Preliminary Budgets

Landscape	\$100,000
Lighting	\$100,000
Public Art / Sculptures	\$50,000
Signage, Graphics & Banners	\$150,000
Other	\$50,000
Maintenance (annual)	\$100,000
TOTAL	\$550,000

PRELIMINARY BUDGET SUMMARY

GATEWAY TOTALS

A - Stickle Bridge	\$975,000
B - Rte 280/ Rte 21 interchange	\$ 600,000
C - Martin Luther King Blvd	\$ 400,000
D - First St. / Orange St	\$450,000
E - Broad St to Rte 21 transition	\$ 550,000
F - Rte 78 / Viaduct connector	\$ 550,000
TOTAL	\$ 3,525,000
15% Contingency	\$ 4,053,750

ITEMIZED ENHANCEMENT TOTALS

Paint Stickle Bridge	\$ 500,000
Landscaping	\$ 550,000
Lighting	\$ 700,000
Public Art & Sculptures	\$ 300,000
Signage & Banners	\$ 550,000
Other Enhancements	\$ 350,000
Maintenance (annual)	\$ 575,000
TOTAL	\$ 3,525,000
15% Contingency	\$ 4,053,750

The budgets presented are PRELIMINARY ONLY and should only be used as a guideline for establishing funding for the projects, tasks and conceptual ideas presented in this report